

Skills for a Low Carbon Economy: **what next?**

## **Greening local economies through stakeholders' mobilisation**

**Lessons from the project “Employment Centres and Sustainable Development” - France**

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## Evolving environmental legislation in France...

- The “Grenelle” sets ambitious objectives and targets for the building sector
- Recognition of territories’ role in climate change mitigation policies
- Green skills Plan (2009)

**... resulting in important “skills gaps” for building sector’s workers:**

Professionals have to learn to work differently and to better coordinate their work together on construction sites in order to achieve the desired overall energy performance.

# The role of territories for innovative employment and skills adaptation strategies

Increasing role of **local authorities** to promote local employment strategies (social cohesion planning law, 2005)

Relevance of local scale to think skills' adaptations and economic transitions

Existing effective collaborative tools to organise transitions on territories: the “**Employment Centres**” (“Maisons de l'Emploi”)

## Three main functions:

- Territorial observation, anticipation and adaptation
- Integrated employment policies
- Seize employment development and business opportunities

# The project „Employment Centres and Sustainable Development“

Project's general objective: **better anticipate** Grenelle consequences on jobs and skills in the building sector

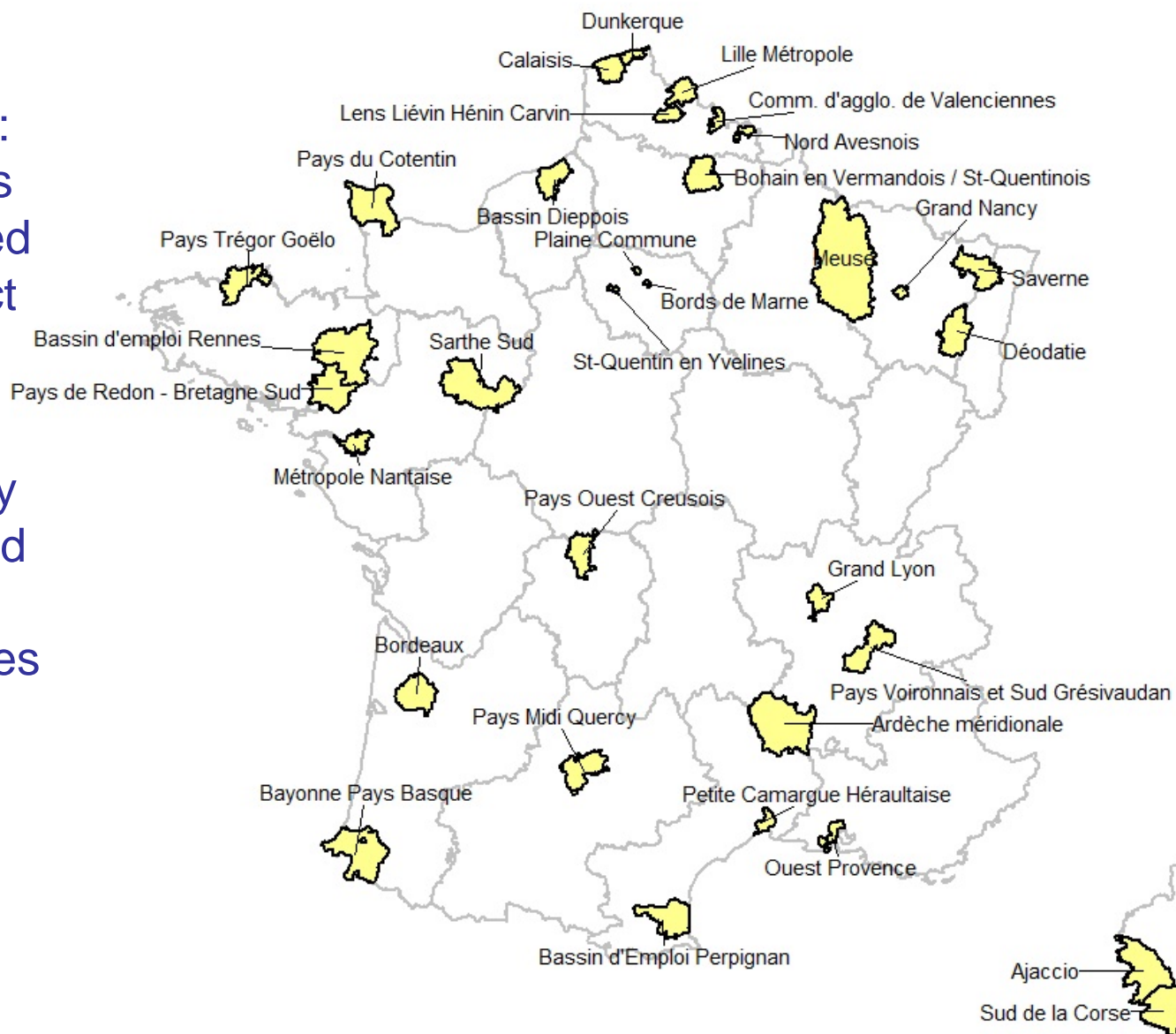
Methodology: stakeholders' mobilisation and collective action at local scale under the supervision of Employment Centres

Partners: French Environment and Energy Management Agency (ADEME) and Alliance Villes Emploi (“Cities Employment Alliance”)

Rationale: Grenelle general objectives and measures need to be adapted locally and to be appropriated by local stakeholders = **a bottom-up approach**

**Since 2010:**  
33 territories  
are committed  
in the project

**In 2012:**  
Project's  
methodology  
will be spread  
to some 10  
more territories



# Main achievements

**Vast stakeholders' mobilisation:** ~1300 persons attended local participative working groups or steering committees

**Local partnerships: new linkages, synergies and working habits** between actors coming from very different professional sectors

**Shared diagnoses and common understanding** of the situation: a solid basis for collective actions

**33 joint action plans** to “green” local skills and jobs, representing approximately 500 local actions

# Brief overview of the action plans

## 4 main levels of action:

- **Awareness raising and information campaigns** to communicate on jobs and skills evolutions  
Different targets: works contractors, companies and their employees, job seekers and labour market institutions.
- **Adaptation and access to training**, especially for companies managers, workers and craftsmen;
- **Support to enterprises** development and organisation to progress towards improved services in link with energy performance or RE businesses
- **Promotion of local development strategies** around new activities to be found in the field of energy efficiency and RE for the building sector



# Main policy recommendations

- **Local adaptation** of national schemes is crucial for policy effectiveness
- **Stakeholders' mobilisation** is a key factor of successful economic transitions and has to be effectively organised. It can be facilitated on territories by: a strong political will and a legitimate organisation (Employment Centres in our case)
- **Role of elected representatives** to catalyse local mobilisation and gather stakeholders around a shared and meaningful project
- Another important step for enhanced collective action: the **elaboration of shared diagnosis**



## For more information:

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